



The influence of the marketing mix on airline ticket purchasing decisions during the covid-19 pandemic in 2021 (case study tiket.com)

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ARTICLE INFO	ABSTRACT
<p><i>Article history:</i></p> <p>Received January 19, 2024 Revised 15, 2024 Accepted Jan 21, 2024</p> <p><i>Keywords:</i></p> <p>Airline tickets Ecommerce Marketing mix Online travel agent apps</p>	<p>The use of e-commerce at this time is increasing, one of which is e-commerce that provides the needs for tourism activities. Tiket.com is an e-commerce platform that has an application form in orders to meet consumer needs, especially online airline tickets. Consumers in making decisions to purchase airline tickets online need factors that influence these purchases, especially with the emergence of the Covid-19 pandemic. This factor is included in the marketing mix which consists of product dimensions, price, promotion, and purchasing channels. This study was conducted to determine the effect of Tiket.com's marketing mix (X) on application users who are domiciled in DKI Jakarta on purchasing decisions (Y) of airplane tickets during the Covid-19 pandemic in 2021. The research method used is quantitative with verification types and descriptions. survey. The sampling technique was carried out using a non-probability sampling method with a purposive sampling technique and 118 respondents were used. The data analysis test was carried out by simple linear regression. The results showed that the marketing mix had an influence on purchasing decisions of 46.2% from the coefficient of determination test R². The marketing mix is proven to have an effect on purchasing decisions with the results of the t count exceeding the t table, $9,976 > 1,980$.</p> <p><i>This is an open access article under the CC BY-NC license.</i></p>



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1. INTRODUCTION

The existence of the internet makes everyone's access to information easier and faster. Apart from that, with the internet, everyone can run a business online, such as the emergence of e-commerce. (Prathama, 2019) stated that when shopping online in e-commerce, consumers feel it is easier. This online business in the form of e-commerce can be found in various business fields, one of which is in the tourism services sector which sells airplane tickets for tourists.

In Indonesia itself, the use of airplanes as a mode of transportation has increased from year to year. AirNav Indonesia recorded that in the second quarter of 2019 aircraft movements reached 1,000,635 movements. Despite the increase, the emergence of the Covid-19 virus in Indonesia has hampered and temporarily stopped all tourism activities. It is known from AirNav Indonesia that in 2020 in the same quarter there were only 657,554 aircraft movements.(Tristiawati, 2020). Therefore, the government is taking steps to save the tourism sector by introducing a new normal era as a transition phase for a new way of life during the Covid-19 pandemic. After being introduced to the new normal era, there are other policies such as Large-Scale Social Restrictions (PSBB) and Implementation of Community Activity Restrictions (PPKM) which require people to comply with existing regulations if they want to carry out activities outside the home.(Ramadan, 2021).

Tiket.com is one of the leading online travel agents for use in Indonesia in 2020(Statista, 2019). On the uploaded survey(Statista, 2019)Compared to other Online Travel Agents (OTA) such as Traveloka, Agoda, and PegiPegi.com, Tiket.com is at the top of the list chosen by the public in terms of offering more attractive discounts. Several of Tiket.com's achievements have helped e-commerce increasingly adorn the OTA industry in Indonesia. Top Brand Award 2015 by Tiket.com in the OTA category with a total increase in tiket.com visitors of 80%(M. Raka Alfajri, Aditya Wardhana, SE, M.Si., 2020)Tiket.com also provides new features that make things easier for its customers, such as the Smart Roundtrip, Smart Traveler and Smart Refund features. Smart Roundtrip was created to make it easier for customers to purchase round-trip plane tickets, Smart Traveler was created to make it easier for customers to travel without having to re-enter personal identity data, while Smart Refund was created to make refunds easily via the application for up to 14 working days(Gilang Ramdhani, 2017)

However, since the emergence of the Covid-19 pandemic and the government's policy to reduce community activities, Tiket.com has experienced a decline of up to 75% of its sales, especially airplane tickets.(Rosana, 2020). Tiket.com also experienced a mass refund process for its customers in the amount 10 times more than in previous years from March to May(Burhan FA, 2020). This is also confirmed by a survey conducted by(Lifepal, 2020), regarding the decline in traffic of three online travel agent sites. Starting from April 2020 compared to December 2019. Therefore, Tiket.com has improved its product services and made attractive offers to increase its sales. The offers provided include the 4P marketing mix which consists of product, price, promotion and distribution channels.(Kotler, P., & Armstrong, 2018). When applied by a company, the marketing mix must be able to integrate product strengths, advantages of the price offered, distribution channels and promotional strategies in order to win the competition with other competitors.(Widyastuti et al., 2020). Marketing encompasses the entire system of business activities, for the purposes of planning, pricing, promoting and distributing products or services that will satisfy the needs of buyers.(Heri Sudarsono, 2020). This is supported by Grönroos' statement, that the marketing mix has a strong influence on making a company organization more competitive.(Thabit & Raewf, 2018). The marketing mix can be combined into four dimensional groupings consisting of product, price, promotion, and distribution channels(Kotler, P., & Armstrong, 2018).

According to Basith and Fadhillah, product is one of the three main factors that influence purchasing decisions(Yohandira et al., 2021). Lupiyoadi stated that determining a price is very influential in providing sales value, product image, and purchasing decisions(Wakhidah, 2018)Activities carried out to provide information about the benefits of products and encourage consumers to make purchases are called promotions(Kotler, P., & Armstrong, 2018)and distribution channels consist of various activities carried out by the company to provide products or services to its target market according to their needs and desires.

During the Covid-19 pandemic, Tiket.com sold its products by providing CLEAN ticket features, Flexi tickets, Free Protection travel insurance, and ticket payments using PayLater. Tiket.com is affiliated with various health facilities to provide Covid-19 tests. Tiket.com is also a source of information because it directly updates government policy

information regarding travel needs between cities, provinces and countries through its application (Rialdi, 2021). The determinant of Tiket.com's success in implementing these 4Ps is purchasing from consumers. Purchasing decisions are an important part of consumer behavior which refers to purchasing products and services (Oscar & Megantara, 2020). Purchasing decisions are also a solution to problems faced by consumers as an alternative form and are considered most suitable to fulfill their needs (M. Anang Firmansyah, 2018). Purchasing decisions made by someone can occur either after making a purchase or without making a purchase, which leads to purchase satisfaction (Eganael Putra et al., 2020). A purchasing decision process is divided into three fundamental stages, namely before purchasing, when consuming or using, and after purchasing in the form of evaluation. At the stage before making a purchase, consumers carry out three processes, namely identifying needs, searching for information, and looking for alternative evaluations. Based on research conducted by (Damayanti & Sudarmanto, 2021), that the decision to purchase airplane tickets online is influenced by several factors, one of which is price and promotions. This is also supported by the statement according to (Prihastuti & Widayati, 2019). in his research which states that the marketing mix consisting of product, price, promotion and distribution place has a relationship and influence on consumers' decisions to make purchases. So it can be said that the marketing mix has an important role and is related to consumer purchasing decisions in deciding to buy products or services that suit their needs and can meet their expectations. For this reason, Tiket.com must plan a good marketing mix to attract consumers to make purchases, especially application users.

2. RESEARCH METHOD

In this research, researchers used quantitative methods. Research using quantitative methods is a research method carried out based on the philosophy of positivism. Quantitative methods are said to be based on the philosophy of positivism because there is a view that phenomena in research can be classified, measured, and have relationships that mutually impact each other. In this research, survey data was collected by distributing questionnaires to samples from a predetermined population. The sampling technique was carried out using a non-probability sampling method with purposive sampling technique and there were 118 respondents. This research uses descriptive statistical analysis methods, simple linear regression analysis, and several tests for research instruments and variables.

3. RESULTS AND DISCUSSIONS

Results

Table 1. Test the validity of the marketing mix

Indicator	Corrected Item-Total Correlation	Information
X.1	0.411	Valid
X.2	0.244	Valid
X.3	0.416	Valid
X.4	0.335	Valid
X.5	0.485	Valid
X.6	0.576	Valid
X.7	0.487	Valid
X.8	0.519	Valid
X.9	0.565	Valid
X.10	0.316	Valid
X.11	0.243	Valid

X.12	0.366	Valid
X.13	0.244	Valid
X.14	0.350	Valid
X.15	0.340	Valid
X.16	0.276	Valid
X.17	0.225	Valid
X.18	0.275	Valid
X.19	0.284	Valid
X.20	0.565	Valid
X.21	0.576	Valid

Based on the results of the table above, it is known that the questionnaire questions from the Marketing Mix variable (X) each have a Corrected Item-Total Correlation value exceeding 0.181, so it can be stated that all question items are valid.

Table 2. Marketing mix reliability test

Variable	Cronbach'sAlpha	Information
MixMarketing (X)	0.826	Reliable

Based on the table above, it is known that the Cronbach's Alpha of the Marketing Mix variable (X) is greater than 0.60, so the questionnaire data is declared reliable and consistent. Therefore, it can be concluded that in this research the marketing mix carried out by Tiket.com through its application has gone well with the question indicators all having valid values because they are above the r table value of 0.181 and reliable because they exceed the Cronbach's Alpha limit of 0.60.

Table 3. Results of the marketing mix questionnaire

Question	Fr	%	Fr	%	Fr	%	Fr	%
	STS		T.S		S		SS	
X.1	0	0	1	0.8	25	21.2	92	78
X.2	0	0	1	0.8	29	24.6	88	74.6
X.3	0	0	2	1.7	51	43.2	65	55.1
X.4	0	0	1	0.8	38	32.2	79	66.9
X.5	0	0	2	1.7	47	39.8	69	58.5
X.6	0	0	2	1.7	36	30.5	80	67.8
X.7	0	0	1	0.8	41	34.7	76	64.4
X.8	0	0	5	4.2	52	44.1	61	51.7
X.9	0	0	7	5.9	51	43.2	60	50.8
X.10	0	0	3	2.5	41	34.7	74	62.7
X.11	0	0	0	0	49	41.5	69	58.5
X.12	0	0	0	0	38	32.2	80	67.8
X.13	0	0	1	0.8	29	24.6	88	74.6
X.14	0	0	1	0.8	45	38.1	72	61
X.15	0	0	1	0.8	39	33.1	78	66.1
X.16	0	0	0	0	40	33.9	78	66.1
X.17	0	0	1	0.8	37	31.4	80	67.8
X.18	0	0	1	0.8	29	24.6	88	74.6
X.19	0	0	0	0	48	40.7	70	59.3

X.20	0	0	7	5.9	51	43.2	60	50.8
X.21	0	0	2	1.7	36	30.5	80	67.8

Based on the table above, it is known that respondents answered the questionnaire with different answers in response to Tiket.com's airline ticket marketing mix. It can be seen that the majority of respondents answered strongly agree to each questionnaire question item. The highest percentage value with a strongly agree answer is found in question item X.1 which is an indicator of the product dimension, namely the provision of refund services from Tiket.com to its users. This is also supported by Tiket.com refunds which have increased up to 10 times, but the Tiket.com team is still trying to reach 100% refunds to its users due to the presence of the Covid-19 pandemic.(Darmawan, 2020).

Table 4. Test the validity of purchasing decisions

Indicator	Corrected Item-Total Correlation	Information
Y.1	0.232	Valid
Y.2	0.500	Valid
Y.3	0.193	Valid
Y.4	0.447	Valid
Y.5	0.335	Valid
Y.6	0.349	Valid
Y.7	0.418	Valid
Y.8	0.234	Valid
Y.9	0.394	Valid
Y.10	0.503	Valid
Y.11	0.271	Valid

Based on the results of the table above, it is known that the questionnaire questions from the Purchase Decision (Y) variable each have a Corrected Item-Total Correlation value exceeding 0.181 so it can be stated that all question items are valid.

Table 5. Purchasing decision reliability test

Variable	Cronbach'sAlpha	Information
DecisionPurchases (Y)	0.704	Reliable

Based on the table above, it is known that the Cronbach's Alpha of the Purchase Decision variable (Y) is greater than 0.60, so the questionnaire data is declared reliable and consistent. So, it can be stated that the questionnaire data distributed to 118 respondents was declared valid and reliable.

Table 3. Results of the purchasing decision questionnaire

Question	STS		T.S		S		SS	
	Fr	%	Fr	%	Fr	%	Fr	%
Y.1	0	0	0	0	34	28.8	84	71.2
Y.2	0	0	0	0	37	31.4	81	68.6
Y.3	0	0	1	0.8	45	38.1	72	61.0
Y.4	0	0	0	0	35	29.7	83	70.3
Y.5	0	0	2	4.2	48	40.7	65	55.1
Y.6	0	0	0	0	41	34.7	77	65.3
Y.7	0	0	1	0.8	35	29.7	82	69.5
Y.8	0	0	0	0	42	35.6	76	64.4

Y.9	0	0	0	0	35	29.7	83	70.3
Y.10	0	0	0	0	37	31.4	81	68.6
Y.11	0	0	0	0	32	27.1	86	72.9

Based on the table above, it can be seen that the questionnaire question items for the purchasing decision variable also have various answers and are dominated by agree and strongly agree. In the purchasing decision variable, the highest percentage of strongly agree answers was in questionnaire item Y.11, namely the payment method dimension. On this questionnaire item, respondents answered strongly agree with 72.9% regarding ease of transactions at flexible times when purchasing plane tickets. It can be concluded that the purchasing decision factors made by Tiket.com were correct, especially in the payment method section. These results are in line with research conducted by (Prihastuti & Widayati, 2019).

The Influence of Marketing Mix on Tiket.com Airline Ticket Purchasing Decisions During the Covid-19 Pandemic

The marketing mix has an influence on purchasing decisions if the data processed is distributed normally. This is shown in the normality test results. In this study the normality test used was the Kolmogorov-Smirnov test (KS test). The basis for decision making is if the data is normally distributed if the sig value. > 0.05 then the research data is normally distributed, whereas if the value is sig. < 0.05 , then the research data is not normally distributed. The following are the test results with the help of SPSS version 25:

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		118
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.84160192
Most Extreme Differences	Absolute	.076
	Positive	.071
	Negative	-.076
Test Statistic		.076
Asymp. Sig. (2-tailed)		.091 ^c

- a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.

Figure 1. Normality test results

Based on the table above, the sig value. namely $0.091 > 0.05$. In accordance with the decision in the normality test using Kolmogorov-Smirnov, it can be concluded that the research data above is normally distributed and can be continued. Data analysis continued with the correlation coefficient test.

Correlations

		Bauran Pemasaran	Keputusan Pembelian
Bauran Pemasaran	Pearson Correlation	1	.680**
	Sig. (2-tailed)		.000
	N	118	118
Keputusan Pembelian	Pearson Correlation	.680**	1
	Sig. (2-tailed)	.000	
	N	118	118

Figure 2. Correlation coefficient test results

Based on the results of the correlation coefficient test above, it can be concluded that the relationship between the Marketing Mix variables (X) and Purchasing Decisions (Y) has a value of 0.680. The value of this relationship is categorized into a strong interval (Sugiyono, 2019). It can be seen that the value of this relationship has a positive number, which means that the higher the marketing mix value, the higher the purchasing decision value. Apart from that, in the Pearson Correlation column the number 0.680 is greater than the r table, namely 0.181, which means that there is a correlation or relationship between variables.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.680 ^a	.462	.457	1.850

a. Predictors: (Constant), Bauran Pemasaran

Figure 3. Test results for the coefficient of determination r²

Based on the test results above, the coefficient of determination R² seen from the R Square column is 0.462. This value means that the magnitude of the influence of the independent variable or Marketing Mix (X) on the dependent variable or Purchasing Decision (Y) is 0.462 or 46.2%. Meanwhile, the remaining 53.8% was influenced by other factors outside the variables tested.

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	11.289	2.901		3.892	.000
	Bauran Pemasaran	.377	.038	.680	9.976	.000

a. Dependent Variable: Keputusan Pembelian

Figure 4. Results of simple regression analysis

In this table the regression equation formula in analysis or research is as follows:

$$Y = \alpha + BX$$

$$= 11,289 + 0.377X$$

Information:

Y = Purchase Decision Variable α = Constant

B = Regression Coefficient

Based on the figures above, it can be interpreted that the Constant value is 11,289, indicating that if the Marketing Mix variable (X) has a value of 0 or remains the same, it will increase the Purchase Decision variable (Y), which will still have a value of 11,289. The Marketing Mix (X) regression coefficient of 0.377 shows that if the Marketing Mix variable (X) increases by 1 unit it will increase the Purchasing Decision variable (Y) by 0.377. In the test results above, the value obtained is positive which can be interpreted as meaning that there is a positive relationship between Marketing Mix (X) and Purchasing Decisions (Y) or the higher the marketing mix value, the higher the purchasing decision that will occur.

In this research, it is known that the marketing mix plays an active role and has a relationship with the decision to purchase Tiket.com airline tickets in DKI Jakarta. These results were obtained by distributing questionnaires to 118 respondents with various domiciles and answering the hypothesis using the t test. The value of the t test can be seen from the independent variable t column. The t table value is calculated from two-tailed $\alpha = 5\%$ and $df = n - k$. Where n is the number of respondents and k is the number of variables. McCall stated that the use of the significance level chosen by researchers of 5% or 1% is a routine that has become a habit among social scientists without any clear reason. (Azwar, 2005) The level of significance chosen in this research is 5% because the number of respondents exceeds 100 people, so the error tolerance limit is reduced so that the resulting data is more accurate.

Model		Unstandardized Coefficients		Standardized	t	Sig.
		B	Std. Error	Coefficients Beta		
1	(Constant)	11.289	2.901		3.892	.000
	Bauran Pemasaran	.377	.038	.680	9.976	.000

a. Dependent Variable: Keputusan Pembelian

Figure 5. T test results

Hypothesis:

H₀ = there is no influence from the marketing mix on purchasing decisions

H_a = there is an influence of the marketing mix on purchasing decisions. Basic decision making if t count > t table, then H_a is accepted, whereas if t count < t table, then H₀ is rejected. Based on the SPSS Coefficients output table above, it is known that the calculated t value for the service quality variable is 9.976. Thus, 9.976 > 1.980, then there is an influence of the marketing mix on the decision to purchase a Tiket.com airplane ticket in DKI Jakarta.

4. CONCLUSION

The marketing mix carried out by Tiket.com through its application for its customers is known to be working well. This is proven by the product dimension questionnaire item regarding the provision of refunds which has the highest percentage of answers in the strongly agree category at 78% or the equivalent of 92 out of 118 respondents. Therefore, the marketing mix carried out by Tiket.com is mainly on providing useful refund services and helping its users during the Covid-19 pandemic. The purchasing decisions made by users on the Tiket.com application when making a purchase have proven to go well. It is known that the payment method dimension questionnaire item regarding ease of transactions at flexible times received the highest percentage of answers in the strongly agree category at 72.9% or the equivalent of 84 out of 118 respondents. So, it can be concluded that the payment method used by Tiket.com helps make purchasing decisions by Tiket.com application users. The influence of the marketing mix on the decision to purchase online airline tickets via the Tiket.com application is known to be 0.462 or 46.2% from the results of the R² Coefficient of Determination test. This figure is obtained from the Model Summary table and is in the R square column. So, the influence that the marketing mix has on purchasing decisions is 46.2% and the remaining 53.8% is influenced by other factors outside the research variables. Hypothesis testing uses the t test with a calculated t result of 9,976 and the t table obtained for 118 respondents is 1,980. H₀ is rejected if t calculated is greater than t table and vice versa. So, in this study H₀ Provides a statement that what is expected, as stated in the "Introduction" chapter can ultimately result in the "Results and Discussion" chapter, so there is compatibility. Moreover, it can also be added the prospect of the development of research results and application prospects of further studies into the next (based on results and discussion).

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